

### Sheffield Group

Sheffield Group has been serving their loyal customers with an extensive range of cutting tools and accessories for more than 40 years. Customer satisfaction is a top priority for this Australian company.

Manufacturer  
Wholesaler  
MYOB Exo



### THE CHALLENGE

When Kimberley Allbut joined the company five years ago, her main task was following up the hundreds of customers with small-value invoices that became overdue each month. While regular customers would eventually pay, she often needed to phone them first with a polite reminder. "I would spend at least an hour each day on debt chasing," says Kimberley.



### SOLUTION

- ◀ **Reminders** are automatically issued by email now. Kimberley no longer spends precious time on manual tasks.
- ◀ **Customisation features** allow Kimberley to exclude good payers from receiving reminders.
- ◀ **Personalisation features** allow Sheffield Group to communicate with their customers in their own tone and language so their customers still receive the Sheffield personal touch.



### RESULTS

- ◀ Kimberley saves 5 hours per week as automated email reminders have replaced the need for phone calls reminders.
- ◀ The most valuable improvements have been in accounts in the danger zone i.e. 60 days overdue. These aged debtors have been reduced by 36%.
- ◀ Sheffield Group consistently achieve their goal to reduce debtor days by 10% year-on-year.

"We learned that a lot of our customers actually rely on us to remind them. Achieving fewer debtor days has improved our cash flow a lot."  
- Kimberley Allbut.

